

Company Fact Sheet

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, provides a spectrum of time- and money-saving solutions to millions of Americans through its extensive employer and other plan sponsor relationships.

Founded:

- Privately held company
- Founded in 2001; began operations in January 2002
- Founded by five senior executives who previously ran one of the nation's largest healthcare companies
- Headquartered in suburban Philadelphia with sales offices in major cities

Solutions:

The company offers a spectrum of advocacy, wellness and HR solutions to plan sponsors to help save time and money and improve health outcomes. Additionally, we offer a direct-to-consumer version of our service called Health Proponent®.

Core Health Advocacy

- Centered around a team of Personal Health Advocates (PHAs)
- Typically registered nurses, supported by medical directors and benefits specialists
- PHAs help members navigate the healthcare system and resolve clinical, insurance and administrative issues

Complementary Solutions

- Offered for an additional charge to employers and plan sponsors
- **Wellness Advocate:** a comprehensive program that features a personal Wellness Coach supported by online wellness tools
- **HR Solutions:** Enrollment Advocate, FMLA Support, Independent Appeals Administration, Relocation Support, Pricing Decision Support Tools, EAP™, NurseLine™, and Benefits Gateway™

Corporate Clients:

- 5,000+ clients
- Employers, unions, third-party administrators and insurers
- Includes many of the nation's largest companies
- Wide range of local and regional organizations

Members: 15+ million Americans

Partnerships:

- Regional and national brokers and consultants
- Strategic relationships with various organizations

Employees: 290

Executive Management Team:

Michael J. Cardillo*	Daniel Messina
Arthur N. Leibowitz, M.D.*	David S. Rocchino*
Thomas A. Masci, Jr.*	Martin B. Rosen*

*Founding partner

Awards:

- **Inc. 500:** America's Fastest Growing Private Companies: 2007, 2008, 2009
- **Philadelphia 100**, *Philadelphia Business Journal/Wharton Small Business Center*, 2006, 2007, 2008, 2009
- **Best Places to Work**, *Philadelphia Magazine*, 2007, *Philadelphia Business Journal*, 2009
- **Entrepreneur of the Year**, Ernst & Young, 2008, 2009 Finalist
- **CFO of the Year**, *Philadelphia Business Journal*, 2008 Finalist, 2009 Winner
- **Life Sciences Company of the Year**, Eastern Technological Council, 2008 Finalist

Widespread Media Recognition:

- Featured in more than 300 national, regional and local print, radio and TV stories
- *BusinessWeek*, *The Wall Street Journal*, *New York Times*, *Washington Post*, *Philadelphia Inquirer*, *Crain's New York Business*, *USA Today*
- CBS Evening News, NBC 10 TV, Fox News, various NPR stories

Website: www.HealthAdvocate.com

Contact: 1-866-385-8033, prompt #2/info@HealthAdvocate.com

